



Liberty Leadership Council ★ Summit 2025

Momentum In Motion

ADVANCING FREEDOM IN TEXAS AND BEYOND

NOVEMBER 21-22
TEXAS PUBLIC POLICY FOUNDATION | AUSTIN, TX

FRIDAY, 11.21

WELCOME RECEPTION

Featuring Special Guest
Representative [Daniel Alders](#)

6:30–9:00PM

LIBERTY CAFE –
6TH FLOOR

Enjoy drinks + hors d’oeuvres at TPPF’s Liberty Café and rooftop balcony while catching up with members from around the state, plus the presentation of the LLC Member of the Year Award.

SATURDAY, 11.22

BREAKFAST

Doors: 8:15am

8:30–9:30AM

RED MCCOMBS EVENT
CENTER – 6TH FLOOR

SESSION I—FROM MESSAGE TO MOVEMENT

Every great movement starts with a story that connects. In this workshop, TPPF’s [Brian Phillips](#), who has shaped messages at the highest levels of politics, will discuss how to frame issues in ways that resonate, persuade, and inspire action. From learning the psychology of persuasion to crafting narratives that win people to your side, this session will equip attendees with the skills to tell stories that stick, persuade thoughtfully, and drive meaningful outcomes.

9:45–10:30AM

JBH THEATER –
1ST FLOOR

BREAK

Take a short break in between panel sessions to refresh and recharge. Light snacks and beverages will be available in the first-floor foyer.

10:30AM–10:45AM

SESSION II—FROM MOVEMENT TO ACTION

Put your new persuasion skills to the test in a hands-on, small-group exercise. Participants will choose a current policy issue and work together to identify the problem at its core, then craft a compelling narrative that resonates. With guidance from TPPF experts, groups will validate their framing with real examples and connect it to a practical policy solution. At the end, each team will then present their narrative and solution to the full group, putting to practice persuasive communication in a dynamic, real-world setting.

**10:45AM–
12:35PM**

CLOSING KEYNOTE LUNCHEON FT. [THE HON. CRAIG GOLDMAN](#)

The Closing Keynote Luncheon marks the culmination of the Summit, bringing members together for a final time to share a meal and reflect on the ideas and energy of the past two days. United States Congressman Craig Goldman will deliver the keynote address.

**12:45–
2:00PM**

RED MCCOMBS EVENT
CENTER – 6TH FLOOR

